Connect Create Collaborate

Daniel Halden <daniel.halden@lacity.org>

article for BID newsletter

3 messages

Dan Halden <Daniel.Halden@lacity.org> Wed, Mar 27, 2019 at 12:09 PM
To: Devin Strecker <devin@hollywoodbid.org>, Tony Arranaga <tony.arranaga@lacity.org>

Hi Devin, please see below. FYI, this is similar to an article we previously provided for the Chamber. We provided some new language specifically relevant to the BID.

Councilmember Mitch O'Farrell, who represents Hollywood and the 13th District on the Los Angeles City Council, earlier this year announced the creation of his office's new *HEART of Hollywood* initiative. *HEART of Hollywood* aims to promote economic growth, world-class design, and a strong sense of place and community in the historic core of Hollywood. Its focus will be on Hollywood Blvd and the Walk of Fame.

“I moved to Hollywood in 1982. We’ve made so much progress since then, thanks to organizations like the Chamber, the B.I.D., and so many involved stakeholders, who really stuck it out during the lean years," said Councilmember O'Farrell. "But, with housing being built and more folks living in Hollywood than ever before, we still need to achieve that vision of Hollywood Blvd being our grand boulevard and our neighborhood’s main street."

HEART of Hollywood represents the most significant, focused concentration that the local Council Office has ever devoted to Hollywood's historic core. The initiative is being led full-time by Dan Halden, familiar to Hollywood stakeholders as O’Farrell’s area deputy for the last several years. True to its moniker, its focus is not simply the geographical "heart" of Hollywood - Hollywood Blvd - but on the principles of ***H**istory, **E**conomy, **A**rts and **A**rchitecture, **R**enewal,* and ***T**radition.*

"Hollywood Blvd is our focus, and these principles will be our guide," said O'Farrell.

The initiative will involve significant crossover with the B.I.D., Hollywood Chamber of Commerce, and other stakeholders including residents, the Police Department, historic preservation community, business owners, and more. “We are identifying where everyone’s needs and visions overlap,” said Halden, “and we are using that to help define and refine our scope of work, and the projects and priorities we pursue."

HEART of Hollywood's initial areas of focus include: developing a Walk of Fame Master Plan; pursuing a comprehensive lighting concept throughout the historic core; developing a program for facade improvements; enhancing the area’s public parking garages; supporting more cultural programming; and working to activate vacant properties and storefronts.

"The B.I.D. is a natural partner in our efforts to elevate the experience on Hollywood Blvd. I'm looking forward to working together toward common goals, and bringing positive action to the area," said Halden.

“More people are living in and visiting Hollywood,” said Councilmember O’Farrell. “We want to make sure they stay - and while they’re here, they can soak in the history; have a pleasant pedestrian experience; contribute to our local economy; and enjoy all that Hollywood has to offer.”

Devin Strecker <Devin@hollywoodbid.org> Wed, Mar 27, 2019 at 12:10 PM
To: Dan Halden <Daniel.Halden@lacity.org>, Tony Arranaga <tony.arranaga@lacity.org>

Thanks Dan! This is great!

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Dan Halden <Daniel.Halden@lacity.org> Wed, Mar 27, 2019 at 12:29 PM
To: Devin Strecker <Devin@hollywoodbid.org>
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Great, thanks!

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Find the Councilmember on:

Learn more about *HEART of Hollywood* HERE

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